



DR. MARTIN KOCHON

Curriculum Vitae

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Project overview Interim Management

1. Interim Manager Key Account Management

- a. Company: Bonduelle / BDG GmbH
- b. Area: FMCG
- c. Location: remote Düsseldorf
- d. Duration: ongoing (08/24 – today)
- e. Focus: German and international retail, responsible for Kaufland and Rewe, international negotiations with Eurelec and Agecore, Sales process optimization, strategic realignment of Key Account Management

2. Interim Manager Key Account Management

- a. Company: sebamed GmbH
- b. Area: FMCG/cosmetics
- c. Location: remote Düsseldorf and Bad Salzig
- d. Duration: 04/24 – 11/24
- e. Focus: German retail, responsible for Rossmann, Rewe, RTG Group and Metro, Sales process optimization, strategic realignment of Key Account Management

3. Interim Manager/Consultant Key Account Management

- a. Company: SSB AG
- b. Area: Public transportation
- c. Location: Stuttgart
- d. Duration: 6 months (06/23-12/23)
- e. Focus: Sales process optimization, strategic realignment of key account management, creation of a KAM process manual

4. Interim Manager Key Account Management

- a. Company: FrieslandCampina
- b. Division: Dairy/FMCG
- c. Location: Düsseldorf
- d. Duration: 5 months (02/23-06/23)
- e. Focus: Food retail, key account management, national support for customers Kaufland and Edeka

5. Interim Manager Key Account Management

- a. Company: Essity GmbH
- b. Area: Paper/FMCG
- c. Location: Mannheim
- d. Duration: 15 months (09/21-12/22)
- e. Focus: Food retail, key account management, national support for customers Rossmann and Edeka

Awards: Interim Manager of the Year 2024, AIMP
Partnerships: mysolity, Global Solutions

To Person

*** 06.06.1974 in Hindenburg/Upper Silesia
married, 3 children**

Professional Background

08/2024 – ongoing

Interim Manager

**Project: Bonduelle GmbH, Reutlingen, Germany
Key Account Management for Rewe and Kaufland,
Eurelec and Agecore**

Focus on:

- Industry: canned food/FMCG
- National responsibility for Rewe and Kaufland
- International negotiations with Eurelec
- Sales and budget responsibility
- JG negotiation within the investment framework
- Assortment planning and optimization in cooperation with category management
- Negotiation and implementation of price increases
- Store checks, tracking delivery performance, participation in sales meetings, conferences and seminars
- Collaboration with all specialist departments
- Processing international inquiries

04/2024 – 11/2024

Interim Manager

**Project: sebamed GmbH, Bad Salzig, Germany
Key Account Management for Rossmann, Rewe,
RTG Group and Metro**

Focus on:

- Industry: cosmetics/FMCG
- National responsibility for Rossmann, Rewe, RTG and Metro
- Sales and budget responsibility
- JG negotiation within the investment framework
- Assortment planning and optimization in cooperation with category management
- Negotiation and implementation of price increases
- Store checks, tracking delivery performance, participation in sales meetings, conferences and seminars
- Collaboration with all specialist departments
- Processing international inquiries

06/2023 – 12/2023

Interim Manager/Consultant

Project: SSB AG, Stuttgart, Germany
Key Account Management/Process consulting

Focus on:

Supporting the KAM team in operational activities and strategic core issues in the field of public transport / mobility

- Key account management
- Sales and marketing expertise
- Process optimization of the entire KAM area
- Creation of a KAM process manual
- Comprehensive interface topics with all specialist departments
- Processing strategic new customer enquiries
- Analyses, evaluations, inventories, optimization proposals

02/2023 – 06/2023

Interim Manager

Project: FrieslandCampina, Duesseldorf, Germany
Key Account Management for Kaufland and Edeka Group

Focus on:

- Industry: dairy products/FMCG
- National responsibility
- Sales and budget responsibility
- JG negotiation within the investment framework
- Handling and handover of the sub-portfolio Land liebe, Südmilch and Tuffi as part of the sale to the sale to the T. Müller Group
- Assortment planning and optimization in cooperation with category management
- Negotiation and implementation of price increases

09/2021 – 12/2022

Interim Manager

**Project: Essity GmbH, Mannheim, Germany
Key Account Management for Rossmann and
Edeka Group**

Focus on:

- Industry: Hygiene paper and personal care
- National responsibility of the client Rossmann
- Support for RTG integration Rossmann
- Support for the Edeka regions Minden, Rhein-Ruhr, Nord, Budni, Handelshof and Stroetmann
- Sales and budget responsibility
- JG negotiation within the investment framework
- Assortment planning and optimization in cooperation with category management
- Negotiation and implementation of price increases
- Store checks, tracking delivery performance, participation in sales meetings, conferences and seminars
- Collaboration with all specialist departments
- Processing international inquiries

01/2012 – now

Turbo Clean Technology GmbH, Meerbusch, Germany, Shareholder and Founder

Focus on:

- Product and strategy development of our overall concept Turbo Clean (www.turbo-clean24.de),
- worldwide sales and marketing development with the largest partner McDonald's and all national TOP 10 system catering customers,
- supplier management and annual meetings,
- strategy and implementation of the Witzigmann umbrella brand concept throughout the german food retail sector as well as Austria and Switzerland.

09/2011 – now

**B2K Trading GmbH, Duesseldorf, Germany
Managing Director and Founder**

Focus on:

- Advising national and international customers in the areas of sales development and expansion as well as distribution,
- coverage of the entire range from the strategically relevant conception to operative sales focus on german food retailing, Austria, Switzerland and Asia,
- integrative competence as a driver for flexible, fast and individual management solutions,
- trading company for customers with hard-to-market surplus goods at international level.

02/2010 – 08/2011

**Active International GmbH, Duesseldorf,
Germany, Sales Director**

Focus on:

- Direct reporting to the Management,
- contract negotiations and conclusion,
- presentations of the corporate trading business model at Managing Director and board level,
- Key Account Management at a crosssectoral level.

11/2005 – 01/2010

**L'ORÉAL Deutschland GmbH, Duesseldorf,
Germany, Nationaler Key Account Manager**

Focus on:

- Project manager for the L'Oréal Paris brand for the Edeka Group and the discount customer Plus,
- technical responsibility and instructions to the field force,
- participation in annual meetings,
- negotiation of promotions, listings and category measures,
- full national sales and budget responsibility (€ 120 Mill.)

06/2004 – 10/2005

**Europcar Autovermietung GmbH, Duesseldorf,
Germany, Assistant Account Manager**

Focus on:

- Direct customer support at the point of sale,
- strategic support for the area manager by optimizing the sale and sales processes,
- implementation of customer satisfaction analyzes and competition analyzes.

04/2002 – 03/2004

**Gerd Kerkhoff Consulting GmbH, Duesseldorf,
Germany
Consultant und Project leader**

Focus on:

- Strategic and operational procurement optimization.
- Accompanied projects in the following industries:
 - Telecommunication services
 - Feed industry
 - Steel trade
 - Power supply
 - Health technology

Dissertation

02/2004 – 12/2007

**University of Economics Cracow, Poland
Area: Logistics / Procurement**

Topic: "Significance of new information and communication technologies for the strategic procurement management"

Degree: Dr. rer. oec.

Publications:

- Strategic importance of procurement management within the company (Kraków University of Economics, 2005),
- International Management within the globalization process (Cracow University of Economics, 2005),
- BME Eastern Europe Day on September 30, 2004 in cooperation and at the Frankfurt Chamber of Commerce (BME, rnr-Zeitung, issue 68, February 2005).

University

10/1996 - 11/2001

**Business Administration at the Westfaelische
Wilhelms-University Muenster, Germany**

Focus: **Marketing** (grade: 2.0),
International market management (grade: 2.3)
Degree: Diplom-Kaufmann in the 9th semester

Duesseldorf, November 2024



Dr. Martin Kochon